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ABSTRACT OF THE DISCLOSURE

A marketing system is provided wherein consumers disclose their purchase demands so that dealers
5 can purchase the disclosed information. A market
information registering unit registers market information
including the consumers' demands, and a personal
information registering unit registers personal
information about the consumers. The market information
10 is posted at posting unit, and a dealer, browsing the
posted market information, purchases the market
information, whereupon a personal information acquiring
unit acquires the personal information. Based on the
personal information, the dealer accesses the consumer.
15 The personal information acquiring unit includes a prior
approval demand determining unit, which determines
whether or not the consumer's approval is required before
the dealer accesses the consumer. Also, the personal
information acquiring unit includes an access confirming
20 unit for seeking the consumer's approval when the prior
approval is required.

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